

544,198

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
19 August 2004 (19.08.2004)

PCT

(10) International Publication Number  
WO 2004/071084 A1

(51) International Patent Classification<sup>7</sup>: H04N 7/08, (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(21) International Application Number: PCT/IB2004/050040

(22) International Filing Date: 20 January 2004 (20.01.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data: 03100231.4 5 February 2003 (05.02.2003) EP

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(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

- with international search report
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: METHOD OF CODING AND TRANSMITTING EPG DATA, CODER AND RECEIVER

(55) Abstract: EPG data regarding programs and their scheduled times are structured and/or transmitted in such a way that program and schedule records are interleaved. This scheme allows better handling by receiving devices such as embedded devices (i.e. LCD car rear-views), because a more efficient reception and storage of transmitted data is possible. In particular, the receiving device can parse and store the downloaded EPG data on the fly as it is being received (it can start reading, parsing and storing before the complete reception of data is finished). At any time when the device would have to stop storing EPG data into persistent storage, (almost) all of the data that was stored can actually be used.

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